A Qualitative UX Research

On

"Linkfields.com"

Part-1

A Token of Appreciation To The Participant Users

CONTENTS

Introduction

The goal is to find the flaws and give UI recommendations on the website "Linkfields.com" by conducting a UX Research.

Research Activity in Tabular Format

Day_No.	Date	Research Activity
1	23/7/2021	Research Planning
2	26/7/2021	Identifying & Understanding Services Offered
3	27/7/2021	Identifying Users, User Task Generation and Conduct User Interview
4	28/7/2021	Analysing User Observation Notes and Apply Screenshot Forensics Methodology, Conduct User Interview
5	29/7/2021	Conduct User Interview, Analyse Observation Notes and Apply Screenshot Forensics Methodology, , Conduct User Interview
6	30/7/2021	Create Recommendations and IU Prototype Sketches
7	31/7/2021	Create Documentation and Report On Research Findings

Research Planning

Steps

Step-1: Understand what services are offered by Linkfields.com

Step-2: Find the ideal users using 2x2 Grid Method

Step-3: Create Appropriate List of Usability Test Tasks on the basis on services offered by Linkfields.com for their Users using Scavenger Hunt Technique.

Step-4: Ask users to fill consent form.

Step-5: Conduct User Interview by asking them to carry out the Usability Test Tasks created by researcher.

Step-6: Observe Users carefully.

Step-7: Use Screenshot Forensics Methodology

Step-8: Final Hypothesis and Recommendations

Identifying & Understanding Services Offered

Digital Transformation:

Bringing new business models, customer experience and providing operations process to monitor performance. Adoption of digital technology by business company.

Potential Users: Independent Businesses, Traditional Businesses, Businesses that don't use tech tools.

IT Consultation:

Providing consultation & frameworks of IT architecture from initial plans to end-CRM.

Potential Users: Investors, Schools, Colleges, Hospitals, Mega Supermarkets, Businesses Giant.

Managed Services:

Using application landscaping to help understand clients/stakeholders the entire coherent set of interconnected applications within organization using visualization.

Potential Users: Stakeholders in Organisation, Project Manager, HRs.

Robotic Process Automation (RPA):

Implementation of automation in your business or company and reduces manual work.

Potential Users: Business Stores, Supermarkets, Factories, Application Development Companies, Software/Hardware Product Companies.

Conversational AI: Business analysis using AI automation.

Potential Users: Insurance Companies, Finance.

SAP:

Provide business expertise to solve complex business problems within a time line and providing results.

Potential Users: Small/Medium/Large Businesses

Salesforce:

Provides salesforce expertise from design, implementation, integration, development etc to help small to large businesses or organizations for better results along with good CRM.

Potential Users: NGOs, Video Game Companies, E-commerce, Clothing brands.

Quality Assurance:

Provides bug free applications and softwares through automation testing

Potential Users: Hardware/Software Product Companies.

Training:

Providing updated industrial training and ahead of industry pace.

Potential Users: People who want to start their own business, Employees of certain companies, students. In general, almost for anyone and everyone one.
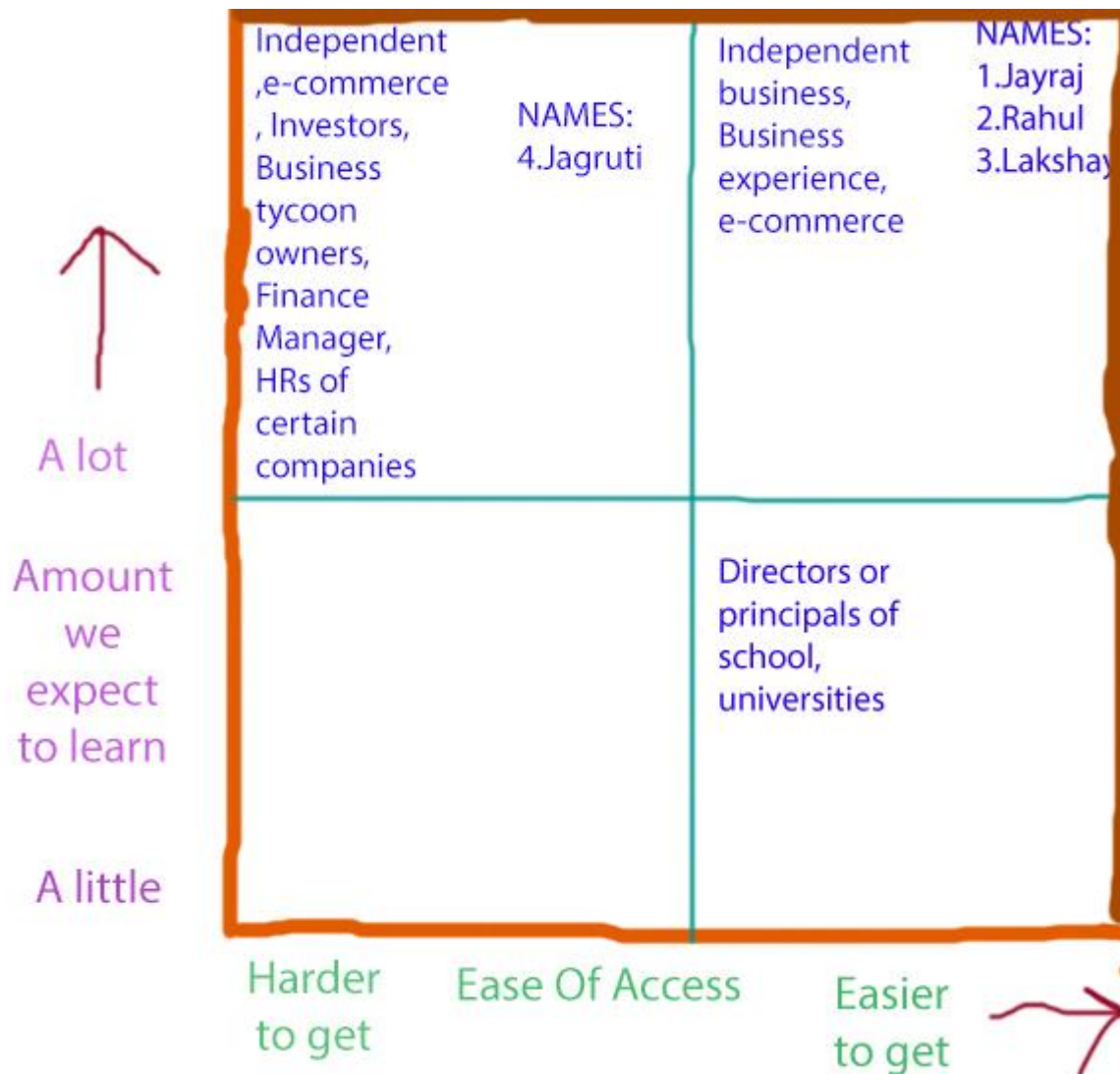
Resourcing:

Providing cost variable human resource and can give services on the basis of contract.

Potential Users: Startups, Companies who need a particular team to carry out specific tasks.

Recognising Most Suitable User

Grid 2x2 Method:

Using Grid 2x2 method to Identify most easy access and informative users.

	Harder to get	Easier to get
A lot	Independent ,e-commerce , Investors, Business tycoon owners, Finance Manager, HRs of certain companies NAMES: 4.Jagruti	Independent business, Business experience, e-commerce NAMES: 1.Jayraj 2.Rahul 3.Lakshay
A little		Directors or principals of school, universities

A lot

Amount we expect to learn

A little

Harder to get — Ease Of Access — Easier to get

Generating Usability Test Tasks

To test the usability of the website, a set of tasks are carefully created in such a way that it requires to users to use features of the website as much as possible.

The goal here is not only finding out whether the user is able to carry out the given task, but also, if there is any issue occurring along the way when trying to reach their goal.

These tasks are also created on the basis of service provided by the website and to match the target users.

Here are the tasks created and given for target users during User Interviews:

1.You have traditional business and you want to compete with other non-traditional businesses by bringing innovation in your business model (Select single most suitable service that you require).

2.You want to track your customer activity in real time by bringing your business and customer together. Which will also help you track your sales (Select single most suitable service that you require).

3.You need a quick solution to your business problem and need to run your business at full potential to help increase profits (Select single most suitable service that you require).

4.You have a factory and you need assistance to reduce manual work needed and carry out certain task automatically (Select single most suitable service that you require).

Answers:

1. Digital Transformation
2. Salesforce
3. SAP
4. RPA

If target users are able to reach their goal correctly, then they have no problems understanding the information given under each section tabs.

Conducting User Interview

Before giving users any tasks, they will be a given a consent form. A form that makes users reassured that their data is secured.

A couple of Consent Form that were given to users whom I conducted User Interviews with is given on the next page right after this.

Name of the Users:

        1.Jayraj-(Laptop)

        2.Rahul-(Laptop)

        3.Jagruti-(Smartphone)

        4.Lakshay-(Smartphone)

These users have been selected under certain 3 conditions:

1.They should have their own independent business or have knowledge or experience regarding business.

2.They can be my acquittance, they can have a mutual friend or can be complete stranger to me.

3.They should be able to read and understand English language at an intermediate level.

Limitations that were given to users prior to usability test tasks:

1.They were able to end the given task at any time. And were asked by the researcher, to make sure if they needed to end task as a confirmation.

2.Minimum number of 2 tasks were given to each user and number of tasks was increased on the basis of users if they were able to provide extra time.

User Interviews were conducted on google meet, by making the users share their screen while carrying out the tasks. And their activity were recorded using OBS Studio Software.

Since they didn't have enough time to print out form and send the copy of the scanned photo. I asked them to fill the form using MS Paint. They were given ice cream as a reward for participating.

Consent Form from Jayraj:

Consent Form

What is this study about.

The purpose of this study is to understand how people use "Linkfields.com". Your participation in this study will help us make the website easier to use.

Your participation in this study is voluntary.

You can take a break at any time. Just tell the researcher if you need a break. You can leave at any time without giving a reason.

Information we want to collect.

We will ask you to show us how you use the product. We will watch how you do various tasks and we will ask you some questions. We will record the session and we will take notes to record your comments and actions.

How we ensure your privacy.

People on the design team may view the sessions. Other people involved in the design of the product may watch the recording of your session in the future. These recordings will be treated as confidential and will not be shared outside our company.

We may publish research reports that include your comments and actions but your data will be anonymous. This means your name and identity will not be linked in our research reports to anything you say or do.

Before you leave today, the researcher will give you a copy of this form. If you want to withdraw your consent, contact the person named below who will destroy any personal data we hold about you (such as the recordings). Regardless, we will delete your personal data after 1 month.

Data Controller's Contact:

Name: Aadarsh Jadhav

Contact:

Your consent

Please sign this form showing that you consent to us collecting these data.

I give my consent (please tick all that apply):

☑ For people to observe my behaviour during the research.

☑ For the session to be recorded.

☑ For people on the design team to watch the recording in the future.

Your Name: ....Jayraj........................

Date: .....27-7-21...

Signature: ....

Consent Form from Rahul:

Consent Form

What is this study about.

The purpose of this study is to understand how people use "Linkfields.com". Your participation in this study will help us make the website easier to use.

Your participation in this study is voluntary.

You can take a break at any time. Just tell the researcher if you need a break. You can leave at any time without giving a reason.

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Your consent

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I give my consent (please tick all that apply):

☑ For people to observe my behaviour during the research.

☑ For the session to be recorded.

☑ For people on the design team to watch the recording in the future.

Your Name: ....Rahul....................

Date: .....28/7/2021...................

Signature: ....

Consent Form from Jagruti:

Consent Form

What is this study about.

The purpose of this study is to understand how people use "Linkfields.com". Your participation in this study will help us make the website easier to use.

Your participation in this study is voluntary.

You can take a break at any time. Just tell the researcher if you need a break. You can leave at any time without giving a reason.

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Data Controller's Contact:

Name: Aadarsh Jadhav

Contact:

Your consent

Please sign this form showing that you consent to us collecting these data.

I give my consent (please tick all that apply):

☑ For people to observe my behaviour during the research.

☐ For the session to be recorded.

☑ For people on the design team to watch the recording in the future.

Your Name: ...Jagrut...

Date: ...29/7/21...

Signature: ...

Consent Form from Lakshay:

Consent Form

What is this study about.

The purpose of this study is to understand how people use "Linkfields.com". Your participation in this study will help us make the website easier to use.

Your participation in this study is voluntary.

You can take a break at any time. Just tell the researcher if you need a break. You can leave at any time without giving a reason.

Information we want to collect.

We will ask you to show us how you use the product. We will watch how you do various tasks and we will ask you some questions. We will record the session and we will take notes to record your comments and actions.

How we ensure your privacy.

People on the design team may view the sessions. Other people involved in the design of the product may watch the recording of your session in the future. These recordings will be treated as confidential and will not be shared outside our company.

We may publish research reports that include your comments and actions but your data will be anonymous. This means your name and identity will not be linked in our research reports to anything you say or do.

Before you leave today, the researcher will give you a copy of this form. If you want to withdraw your consent, contact the person named below who will destroy any personal data we hold about you (such as the recordings). Regardless, we will delete your personal data after 1 month.

Data Controller's Contact:

Name: Aadarsh Jadhav

Contact:

Your consent

Please sign this form showing that you consent to us collecting these data.

I give my consent (please tick all that apply):

[✓] For people to observe my behaviour during the research.

[✓] For the session to be recorded.

[✓] For people on the design team to watch the recording in the future.

Your Name: ......Lakshay......

Date: ......29/7/21......

Signature: ......Lakshay......

Applying Forensics Method

After taking all the observations from of the users while conducting Usability Test Tasks. Forensics method was used to help identify user observations, derive hypothesis, recognise usability issues, and recommend design changes.
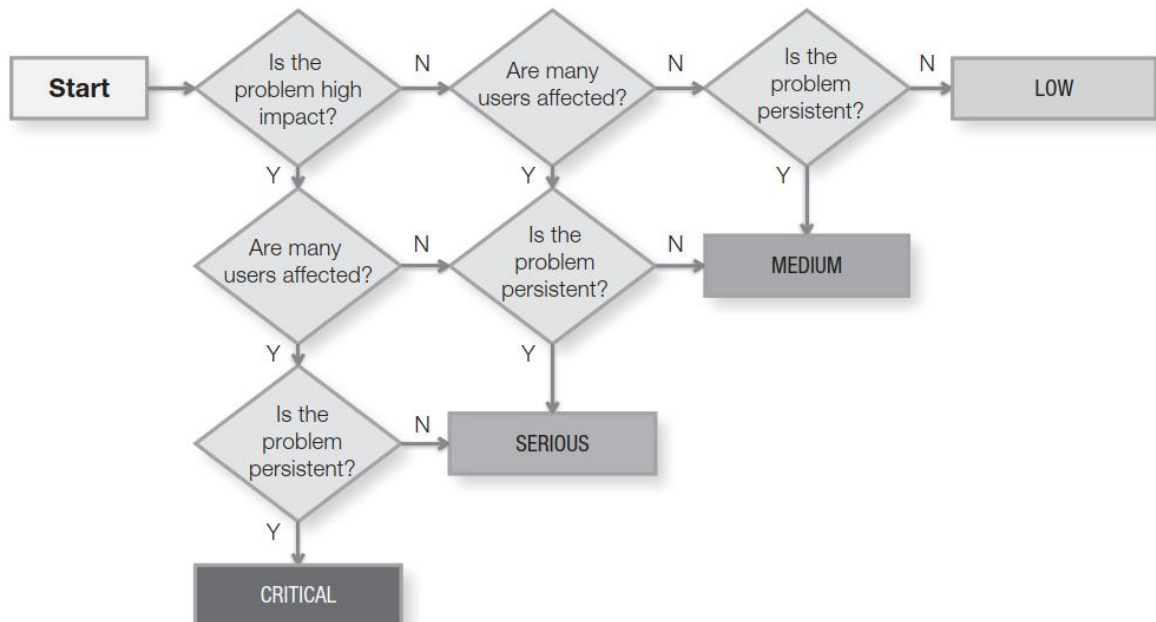

Affinity Diagram
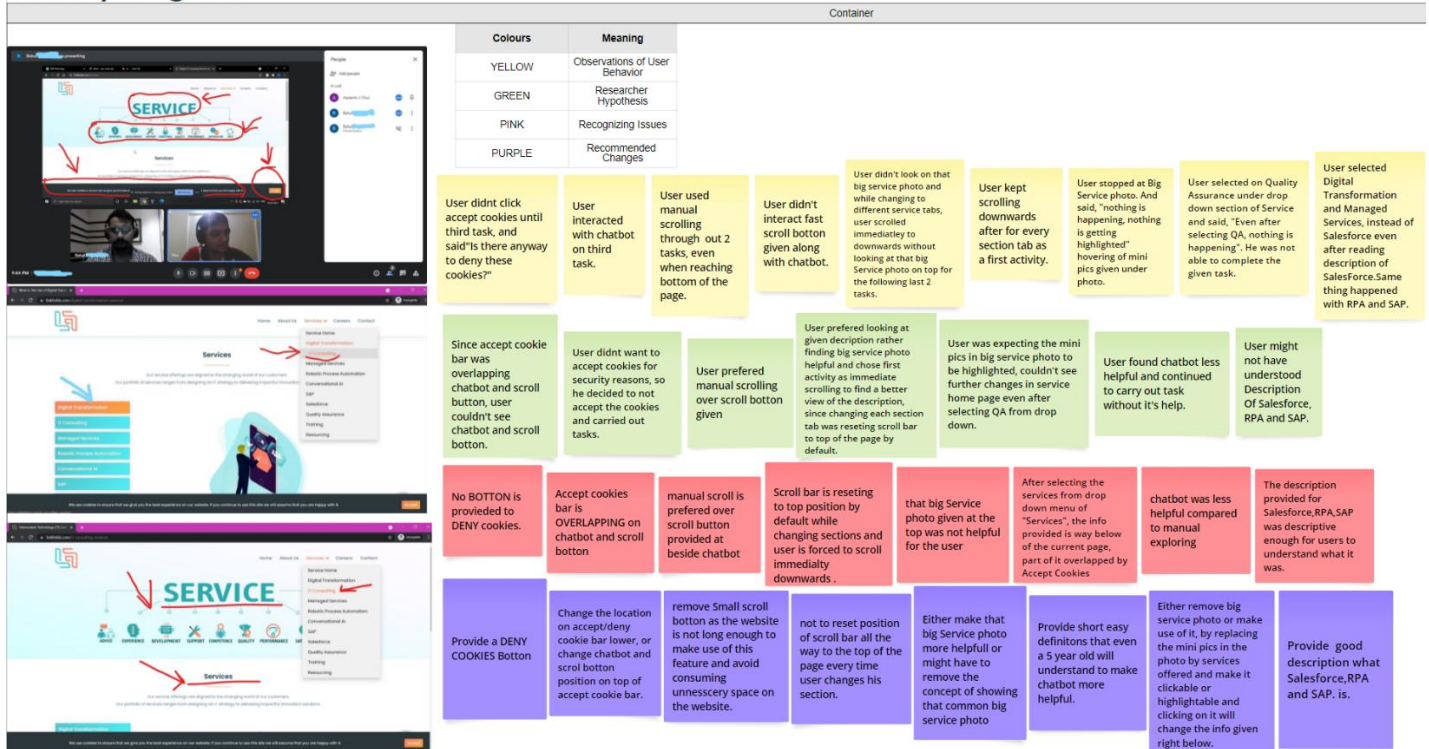
Sticky Notes colours and its meaning:

Colours	Meaning
YELLOW	Observations of User Behavior
GREEN	Researcher Hypothesis
PINK	Recognizing Issues
PURPLE	Recommended Changes

Identifying Severity of Issues

Using Decision tree for classifying severity:

No.	Recognized Issues	Criticality
1	No button is provided to DENY cookies	Serious
2	Accept Cookies bar is overlapping chatbot and fast scroll button	Serious
3	Manual scroll is preferred over quick scroll button near chatbot	Serious
4	Scroll bar is resetting to top position by default while changing sections and user is forced to scroll immediately downwards	**Critical**
5	That big Service photo given at the top was not helpful for the user. After selecting the services from drop down menu of "Services", the info provided is way below of the current page, part of the info is overlapped by accept/deny cookie bar.	Serious
6	Chatbot was less helpful compared to manual exploring	Medium
7	The description provided for Salesforce, RPA, SAP was not descriptive enough for users to understand what it was.	Serious

Hypothesis and Test Design Recommendations

Hypothesizing each and every issue and recommending simplest solution to the problems:

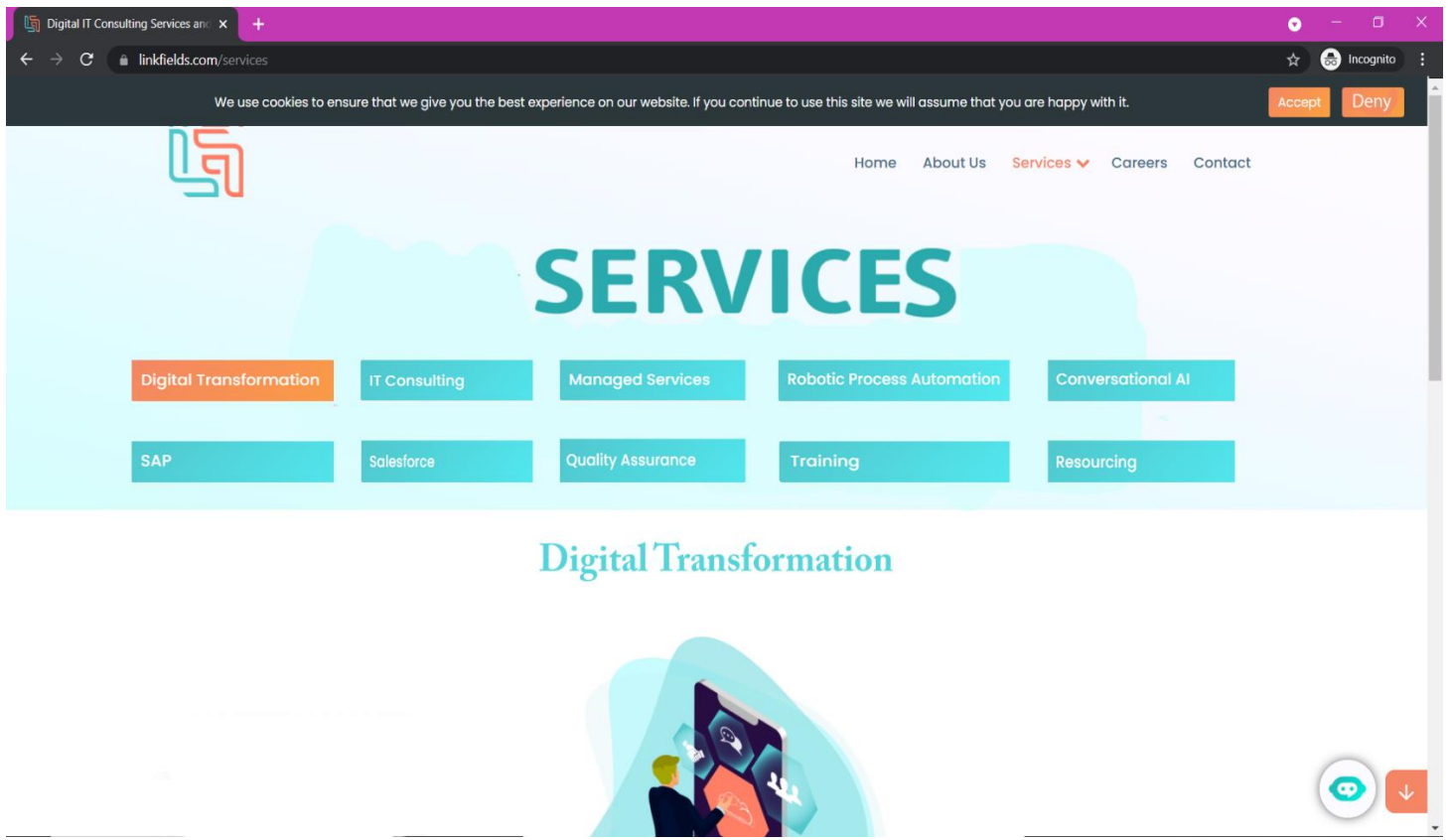| No.	Recognized Issues	Simplest Change to Prevent this problem
1	No button is provided to DENY cookies.	Provide "Deny" beside accept cookies.
2	Accept Cookies bar is overlapping chatbot and fast scroll button.	Place chatbot and scroll button over the cookie bar. Or put the cookie bar way on top of site.
3	Manual scroll is preferred over quick scroll button near chatbot.	Need to do some more research and make people to do tasks that will make use of quick scroll button. Or might need to remove scroll button entirely for clean UX (For Laptop Device Only).
4	Scroll bar is resetting to top position by default while changing between different service sections and user is forced to scroll immediately downwards.	After selecting required "Service Section" info, set the scroll button to appropriate position where selected Service info is at visible sight.
5	That big Service photo given at the top was not helpful for the user. After selecting the services from drop down menu of "Services", the info provided is way below of the current page, part of the info is overlapped by accept/deny cookie bar.	Make use of the big "Service" photo by putting the list of services horizontally provided just below that "Service" at the place where mini pics of different services are given, instead of putting vertically way below the screen. Or just remove the photo entirely (For Laptop Devices Only).
6	Chatbot was less helpful compared to manual exploring/ sometimes ignored.	Provide short and easy definitions in chatbot for each services provided such that even a 5year old kid will understand to make it helpful.
7	The description provided for Salesforce, RPA, SAP was not descriptive enough for users to understand what it was.	Given a small brief explanation of what Salesforce, RPA, SAP is.

Before:

Recommended UI Sketch Prototypes(Only For PC/Laptops):
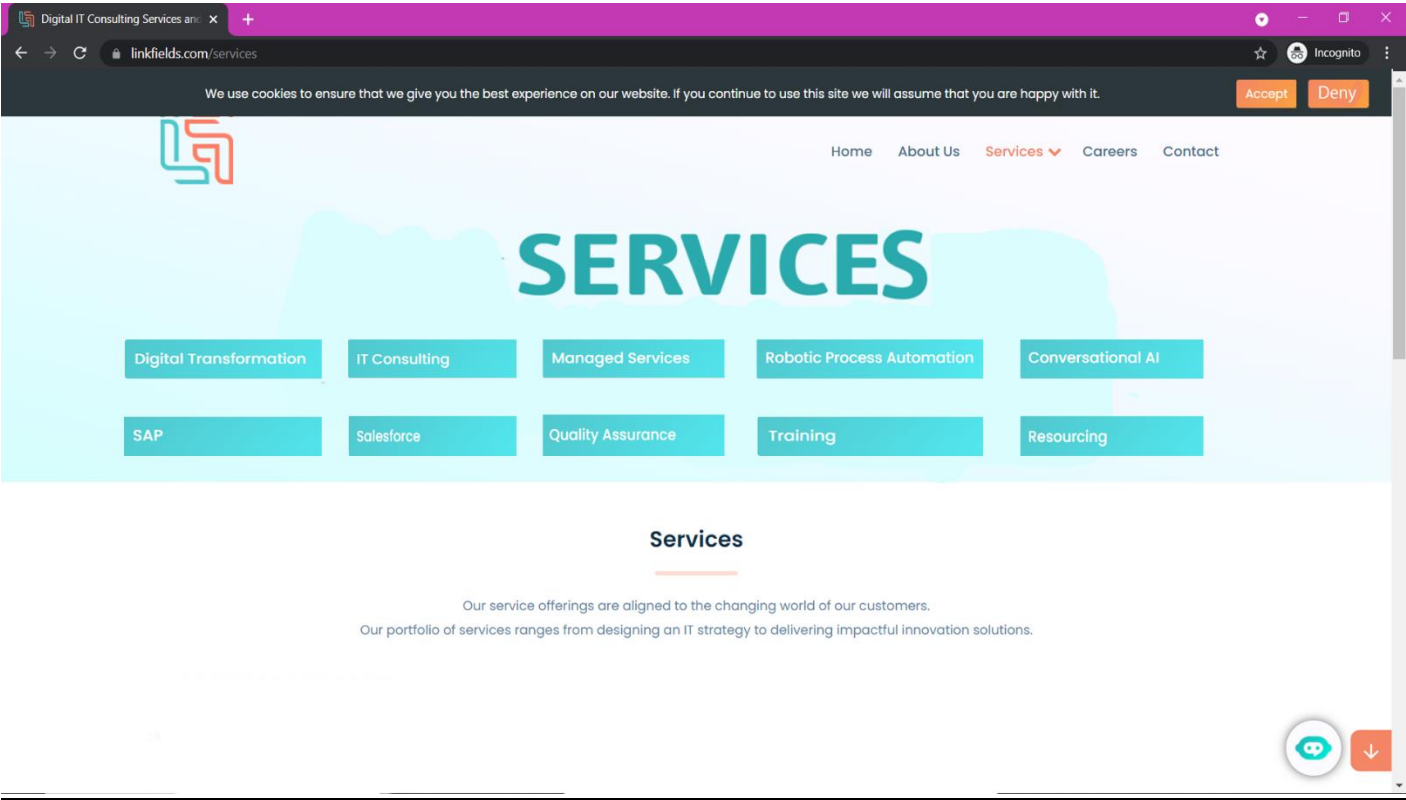
Even though I conducted this UX Research by myself, along with some Users and having reached the end of this research, I truly believe that a good UX Research will always be the one that works closely with UX Designers, Developers and other Stakeholders.

Disclaimer: These prototypes are recommended only for Laptops/Desktops. However, for smartphones, the prototypes will be different.